

Convention and Tourism Advisory Committee
Tuesday, July 10, 2007 – Minutes

Members Present: Kathy Tolbert, Rosie Leek, Ardean Maxey, Bette Timmel, Rachel Dix, Ben Vidricksen, Dennis Lauver,

Members Absent: Tricia Weems, Jennifer Sturges, Luci Larson

Guests/Staff Present: Keith Rawlings – Salina Bicentennial Center; Mike Harmon – Best Western Mid America Inn; Sylvia Rice, Tiffany Benien, Jo Ann McClure, Andi Pahl – Chamber CVB Staff

Minutes

The Minutes of the June 2007 meeting were reviewed.

Financial Statement

The May 2007 Financial Statement will be available at the August meeting.

Division Updates:

Sports Market

Tiffany gave the following sports market report:

- Kansas West Shrine Bowl Practice – This Friday practice will be held at St. John's Military School. Approximately 40 players and coaches will attend.
- Kansas ASA State Tournament – The ASA Girls 12 & Under Class B State Championship will be held at Bill Burke Park July 21-22. Approximately 35 teams from out of town will compete.
- Kansas Junior Golf State Sectional – Tiffany announced this new event for Salina that will be held at Salina Municipal Golf Course July 23-26. Approximately 120 golfers will compete. The State Sectional has rotated between Emporia and Hutchinson in the past, and for the first time this year is including Salina.
- Kustom Kemps of America – The Leadsled Spectacular returns to Salina July 27-29 at Thomas Park. KKO is expecting 500 cars from all over the country to register. We are in the process of getting volunteers to help take tickets at the event.
- ASA 12U Girls Fast Pitch Class B Northern National Championship – Tiffany announced that this will be our first time to host this event, which will be held at Bill Burke Park July 31-August 5. Special events will include an Opening Ceremony, Team Managers Meeting, and Umpire Awards Dinner. Ben Vidricksen said the Optimists' concession stand expects to sell more than 1,200 hot dogs throughout the week for this event. Teams will be coming from throughout the Midwest.
- MAYB – Tiffany will be serving on a committee for Ken Kennedy of USD 305 to help set a rate structure for private users of three gymnasium facilities. The rates will be used as a marketing tool to attract groups such as MAYB and USSSA.

Convention Market

Jo Ann gave the following convention market update:

- Kansas Methodist West Conference – Jo Ann announced that the Kansas Methodist West Conference, which was not held in Salina this year, would be back in 2008. A lack of facilities in Hutchinson is the cause for their return to Salina.
- Kansas Watershed Conference – Jo Ann accompanied representatives from Kansas Watershed on a site visit July 9. They have asked for a welcome speaker who could talk about watershed, and Martha Tasker was suggested.
- Kansas County Treasurers – Jo Ann prepared a proposal for the Kansas County Treasurers but Junction City was chosen as the site for the event. Junction City was able to offer better rates.
- Kansas Grain and Feed – This group is holding a general membership meeting at Rolling Hills Wildlife Adventure August 16. This will be their first experience in Salina.
- KSPTA – Jo Ann continues to work on getting this group to commit to holding more events in Salina. They held their bus driving championship here in June and were headquartered at the Holiday Inn Convention Center. They were very pleased with every aspect of the event. Jo Ann is meeting with them tomorrow to look at 2008.

Tourism Market

Sylvia gave the following tourism market report:

- Cultural Round Table Brochure -- Sylvia is meeting with John Highkin of Salina Arts & Humanities today regarding the cultural round table's redesign of the Bravo Salina brochure to promote Salina's cultural arts. A less expensive rack card may be done this time. The Chamber will be supplementing funding for this cooperative piece. Salina Downtown, Inc. helped write a grant to help defray production costs. Amy Hall, Salina Chamber, is creating a website for Bravo Salina.

- Salina's 150th Anniversary Celebration – Sylvia reported that one meeting has been held to discuss what entities should be involved in producing this event. Sylvia and John Highkin are working on an outline to present to the City.
- Kansas Adventure Times III – This coalition has done cooperative advertising in the past and is now working on targeting the leisure market. They plan to do shoulder marketing in the fall and do more TV advertising.
- Presley Tours – Sylvia related that a few weeks ago a tour bus company from Illinois had its original tour in Colorado cancelled. Jo Ann worked with the group and arranged for them to visit Salina instead of just over-nighting at the hotel. They had dinner at Martinelli's Little Italy and took in a play at Salina Community Theatre. They were so pleased that they are bringing another group back to Salina to do dinner and a movie at Stiefel Theatre.
- Sylvia gave an update on the Marketing/Publications Task Force and distributed a spreadsheet of CVB recommendations. We are proposing a community magazine be produced on a yearly basis, and an accompanying piece printed quarterly that would include a calendar of events and other updates. They will also discuss a new multi-page lure piece for the current "Visit Salina" brochure for mass distribution to travel information centers and visitor mailings. Sylvia said that bid responses have been received on an update for the City map.
- Sylvia distributed a hand out on Wild West World's bankruptcy. This attraction was a big part of the Wichita CVB's promotion efforts.
- Sylvia announced the City-Wide Sidewalk Sale that includes downtown Salina and Central Mall. The CVB is running ads in newspapers in surrounding areas, such as Hays, Junction City, and Fort Riley and television ads are also being shown on KSN.
- Sylvia also reported that the Convention & Visitors Bureau's 2008 preliminary budget was presented to the City Commission last week. Included were two large budget expansions – the introduction of a grants program for marketing purposes and an advertising budget expansion.

Statistics:

- Sylvia reported that transient guest tax collections through May indicate an 18% increase compared to last year.

Committee Discussion

Dennis Lauver reported that the proposed Chamber logo that was just created looked too much like the Kansas City CVA logo, and the designer has been asked to begin again. A new approach is being looked at for the Chamber newsletter to increase our exposure. Discussions on the Kenwood/Oakdale land use issue continue. Dennis also said that Tiffany has been asked to come up with a disaster plan for the Chamber.

Kathy Tolbert announced that Rolling Hills Wildlife Adventure would be closed Monday, July 16 and Monday-Wednesday July 23-25 to complete some regular maintenance projects. She said approximately 70 people enjoyed the first Zoo Brew. The next Zoo Brews are scheduled for July 27 and August 24. Summer camps for kids are still going on.

Mike Harmon said it was good to have the KKOA Leadsled Spectacular back again this year. The Friday night drags are going to be held from 5:00 p.m. until dark at the old airport on Markley Road. Mike also said that the hotel, Best Western Mid America Inn, has donated two sandbags to the Smoky Hill Museum to represent the May 2007 floods.

Ardean Maxey gave a report on her first visit to the Smoky Hill River Festival, a trip to Milford Lake, and her new collection of Kansas wildflowers.

Ben Vidricksen said the Scouting Museum was still waiting for annexation on the land.

Next Meeting

The next Convention & Tourism Advisory Committee Meeting will be held August 7 at the Chamber.

The meeting adjourned at 8:45am.